

# **PAOC RC Distance Learning Study Guide**

## **Module: Introduction to Community Relations**

This study guide is designed to help you organize and retain the information presented in this module. We encourage you to take notes as you proceed through the succeeding lessons, and to refer to them before you take the on-line examination on this material.

### **Lesson 1: What is Community Relations?**

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The term “Community relations” refers to:

The goal of Community Relations is:

Additional notes:

## **Lesson 2: Community Power Structure**

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The community power structure is:

The formal power structure consists of:

The informal power structure consists of:

When communicating with decisionmakers and opinion leaders, what three steps should you take to maximize cooperation and positive impressions?

- 1.
- 2.
- 3.

Additional notes:

### **Lesson 3: Implementing Community Relations**

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To ensure success with commanders for community relations and other programs, take the following steps (list and describe):

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You should use the four step Public Affairs Process when formulating a new community relations program. List and describe the four steps of the PA Process.

- 1.
- 2.
- 3.
- 4.

Additional notes: